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# Atlantic City Publicity Bureau

Organized January 18, 1906

Incorporated March 21, 1908

CONDUCTED JOINTLY BY THE

## Atlantic City Board of Trade

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CARLTON GODFREY

WALTER J. BUZBY

WARREN SOMERS

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## Atlantic City Hotel Men's Association

REPRESENTED BY

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NEWLIN HAINES

ALBERT T. BELL

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## Atlantic City Business League

REPRESENTED BY

CHARLES ROESCH, JR.

WALTER E. EDGE

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WALTER J. BUZBY . . . . . Vice-President

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GEORGE S. LENHART . . . . . Secretary-Director

Telephones : { Bell, 300  
                  { Atlantic Coast, 800

Headquarters: Pacific and Tennessee Avenues

ATLANTIC CITY, N. J.

European Office: 3 Regent Street, London, S. W., England

# Members of Publicity Bureau, Inc.

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GEORGE S. LENHART  
SECRETARY-DIRECTOR

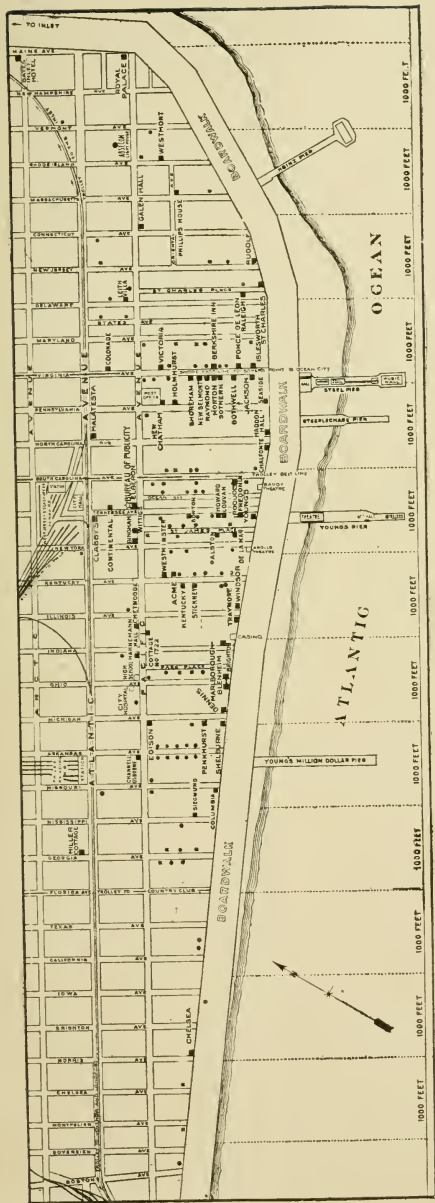
ATLANTIC CITY, N. J.

## HOTEL LIST

HOTEL	Guest Cap'y	PROPRIETOR OR MGR.	Plan Am. Eu.	RATES ONE PERSON
<b>The Boardwalk</b>				
*Royal Palace & Casino . .	600	Royal Palace Hotel Co. . .	Am.	Per day, Feb. to Oct. \$4 up; w'k \$25 up Per day, Oct. to Feb. 3 up; w'k 20 up
*Rudolf . . . . .	800	Rudolf Hotel Co. . . . .	Am.	Per day, Feb. to Oct. 4 up; w'k 25 up; Oct. to Feb. per day, 3 up; w'k 20 up.
			Eu.	Per day, Feb. to Oct. 2 up; w'k 12 up; Oct. to Feb. Per day, 1.50 up; w'k 10 up
*St. Charles . . . . .	300	Newlin Haines . . . . .	Am.	On application
*Seaside House . . . . .	300	F. P. Cook's Sons . . . . .	Am.	Per day, 3.50-10; w'k 21-50
*Haddon Hall . . . . .	450	Leeds & Lippincott . . . . .	Am.	Per day, 4-6; w'k 25-40
*Chalfonte . . . . .	600	The Leeds Co. . . . .	Am.	Per day, March to Sept. 4 up; Sept. to Feb. 3 up
*Young's . . . . .	350	M. L. Keenan . . . . .	Eu.	Per day, 2 up
*Windsor . . . . .	200	G. Jason Waters . . . . .	Am.	Per day, 3-6; w'k 18-40
			Eu.	Per day, 2-6
*Traymore . . . . .	600	D. S. White, President . .		
		C. O. Marquette, Mgr. . .	Am.	Per day, 4 up
*Brighton . . . . .	300	F. W. Hemsley & Son . . .	Am.	On application
*Marlborough-Blenheim	1100	Josiah White & Sons Co. .	Am.	Per day, 4 up; w'k 25 up
			Eu.	Per day, 2 up; w'k 13 up
*Dennis . . . . .	600	Walter J. Buzby . . . . .	Am.	Per day, 4-6; w'k 21-35
*Shelburne . . . . .	400	Jacob Weikel . . . . .	Am.	Per day, 4 up; w'k 25 up.
			Eu.	Per day, 2 up; w'k 14 up
†Columbia . . . . .	300	Jane Fortescue, Propr. . .	Am.	Per day, 2.50-5; w'k 15-25
		Armand T. Nichols, Mgr. .	Eu.	Per day, 1.50-3.50; w'k 9-20
†Chelsea . . . . .	500	J. B. Thompson & Co. . .	Am.	Per day, 4-10; w'k 25-70
<b>The Inlet</b>				
†Bates Inlet Hotel . . . .	35	George H. Bates . . . . .	Eu.	Per day, 1-1.50
<b>Rhode Island Avenue</b>				
*Westmont . . . . .	400	West, Montague & West . .	Am.	Per day, 3-6; w'k 18-50
<b>Massachusetts Avenue</b>				
*Phillips House . . . . .	175	F. P. Phillips . . . . .	Am.	Per day, 2-3; w'k 10-20
			Eu.	Per day, 1 up; w'k 7 up
<b>Connecticut Avenue</b>				
*Galen Hall . . . . .	350	Galen Hall Co. . . . .	Am.	On application
<b>St. Charles Place</b>				
†Raleigh . . . . .	400	Henry J. Dynes . . . . .	Am.	Per day, 2.50-4; w'k 15-25
<b>Delaware Avenue</b>				
*Leith Villa . . . . .	100	Dr. Mary Miller . . . . .	Am.	Per day, 1-1.50; w'k 7-10
<b>Virginia Avenue</b>				
*Islesworth . . . . .	500	William Hyman . . . . .	Am.	Per day, 2.50-4; w'k 15-25
*Ponce de Leon . . . . .	300	A. B. Grindrod . . . . .	Eu.	Per day, 2 up; w'k 12 up
			Am.	Per day, 1.50 up; w'k 7 up
*Berkshire Inn . . . . .	300	J. O. & J. E. Dickinson . .	Am.	Per day, 2-5; w'k 9-18
*Victoria . . . . .	30	M. Williams . . . . .	Am.	Per day, 1.50-2; w'k 10-12
*Jackson . . . . .	225	J. H. Gormley . . . . .	Am.	Per day, 3.50-7; w'k 18-45
			Eu.	Per day, 1.50-5
*Bothwell . . . . .	250	J. & N. R. Bothwell . . .	Am.	Per day, 2.50-5; w'k 12.50-30
†Sothern . . . . .	200	G. L. Cake . . . . .	Am.	Per day, 2-3; w'k 10-18
*Morton . . . . .	250	Mrs. N. R. Haines . . . . .	Am.	Per day, 2.50-3; w'k 12-25
†Raymond . . . . .	150	B. J. & F. L. Miller . . . .	Am.	Per day, 2-3; w'k 10-20
*New Belmont . . . . .	200	W. J. Warrington . . . . .	Am.	Per day, 2.50-3; w'k 12-18
			Eu.	Per day, 1-2.50; w'k 8-10
†Shoreham . . . . .	250	W. B. Cotten . . . . .	Am.	Per day, 2.50-3.50; w'k 12-18
			Eu.	Per day, 75c. up; w'k 8 up
*Colonade . . . . .	150	S. N. Morton . . . . .	Am.	Per day, 1.50-2.50; w'k 8-15
			Eu.	Per day, 1-1.50; w'k 7-9

\*Open all the year

†Closed Winter Season



MAP OF ATLANTIC CITY STREETS AND AVENUES, SHOWING LOCATION OF PROMINENT HOTELS,  
PLACES OF AMUSEMENT AND OFFICE OF PUBLICITY BUREAU

LEADING ATLANTIC CITY HOTELS, MEMBERS OF THE PUBLICITY BUREAU

OTHER HOTELS NOT CONNECTED WITH THE BUREAU

# HOTEL LIST—CONTINUED

HOTEL	Guest Cap'y	PROPRIETOR OR MGR.	Plan Am. Eu.	RATES ONE PERSON
<b>Pennsylvania Avenue</b>				
*Holmhurst . . . . .	250	Henry Darnell . . . . .	Am.	Per day, \$2.50-4.50; w'k \$16-30
*New Chatham . . . . .	65	E. Phillips Stephens . . .	Am.	Per day, 2.50-4; w'k 25-40
<b>North Carolina Ave.</b>				
†Colonial . . . . .	60	L. G. Watson . . . . .	Am.	Per day, 3 up; w'k 18 up
*Malatesta . . . . .	150	David Holland . . . . .	Eu.	Per day, 1 up; w'k 5 up
<b>South Carolina Ave.</b>				
*Iroquois . . . . .	400	W. F. Shaw . . . . .	Am. Eu.	Per day, 2.50-3.50; w'k 12-17.50 Per day 1-2
<b>Tennessee Avenue</b>				
*Fredonia . . . . .	250	George W. Carmany . . .	Am.	Per day, 2-3; w'k 10-17.50
†Louvan . . . . .	100	John H. Helms . . . . .	Am. Eu.	Per day, 1.50-2; w'k 8-12.50 Per day, 1; w'k 5-7
*Howard . . . . .	75	Mrs. E. S. Perrett . . . .	Am. Eu.	Per day, 1.50-2; w'k 8-10 Per day, 75c-1; w'k 5-7
†Borton . . . . .	125	E. B. Voorhees . . . . .	Am.	Per day, 1.50-3.50; w'k 8-17.50
†Elberon . . . . .	400	Robert B. Ludy, M. D. . .	Am. Eu.	Per day, 1.50-3; w'k 8-15 Per day, 1-1.50; w'k 4-10
*Continental . . . . .	500	Margaret Walsh Duncan .	Am. Eu.	Per day, 1.50-4; w'k 8-15 Per day, 1-1.50; w'k 7-9
*Clabby . . . . .	50	John J. Christy . . . . .	Eu.	Per day, 1-3; (Men only)
<b>St. James Place</b>				
*De La Mar . . . . .	75	K. R. Inman . . . . .	Am.	Per day, 1.25-2; w'k 8-12
*Ralston . . . . .	75	Mrs. Cora B. Taylor . . .	Am.	Per day, 1.75-3; w'k 10-18
<b>New York Avenue</b>				
*Bingham . . . . .	100	Arthur Cunningham . . .	Am. Eu.	Per day, 1.50-2.50; w'k 8-15 Per day, 1 up
<b>Kentucky Avenue</b>				
*Acme . . . . .	75	Mrs. George W. Stoddard .	Am.	Per day, 1.50-2.50; w'k 10-15
*Westminister . . . . .	250	Chas. Buhre . . . . .	Am. Eu.	Per day, 1.50-3; w'k 8-15 Per day, 1
†Stickney . . . . .	150	L. V. Stickney . . . . .	Am.	Per day, 2-3; w'k 10-18
†Kentucky . . . . .	300	F. A. Chapman . . . . .	Am. Eu.	Per day, 1 up; w'k 7 up Per day, 2.50-3; w'k 12-15 Per day, 1-2; w'k 7-10
<b>Michigan Avenue</b>				
*Pennhurst . . . . .	160	William R. Hood . . . . .	Am.	Per day, 2.50-3.50; w'k 12-10
*Edison . . . . .	250	Mrs. Belle Malsberger . .	Am. Eu.	Per day, 1.50 up; w'k 10 up Per day 1 up
<b>Arkansas Avenue</b>				
†Channell-Osborne . . . .	250	A. C. Channell . . . . .	Am.	Per day, 1.50-2.50; w'k 8-12
<b>Mississippi Avenue</b>				
*Siegmund . . . . .	200	A. S. James . . . . .	Am. Eu.	Per day, 1.50 up; w'k 8-10 Per day, 1 up; w'k 7 up
<b>Georgia Avenue</b>				
†Miller Cottage & Annex .	250	J. & F. L. Nixon . . . . .	Am.	Per day, 1-1.25; w'k 6-8
<b>Pacific Avenue</b>				
*Hall's (No. 1311) . . . . .	15	Mrs. John F. Hall . . . .	Am. Eu.	Per day, 2; w'k 10-15 Per day, 1; w'k 5-10
*Wittig's . . . . .	25	Mrs. E. V. Wittig . . . . .	Eu.	Per day, 75c-1.25; w'k 4-8
*Chetwoode . . . . .	250	E. M. Dempsey . . . . .	Am. Eu.	Per day, 2-3.50; w'k 8-21 Per day, 1 up; w'k 7 up
†Cottage (No. 1722) . . . .	25	C. McClelland . . . . .	Am.	Per day, 2 up; w'k 10 up
*Hahnemann Hall . . . . . (Sanatorium)	20	A. W. Baily, M. D. . . . .	Am.	On application

\*Open all the year

†Closed Winter Season

# BUSINESS LIST

## MEMBERS OF THE

## ATLANTIC CITY PUBLICITY BUREAU, INC.

NAME	BUSINESS	ADDRESS
<b>A</b>		
Atlantic City National Bank .	General Banking Business . .	Penna. and Atlantic Avenues
Atlantic Safe Deposit and Trust Co. . . . .	General Banking . . . . .	Atlantic and New York Aves.
Atlantic Realty Co. . . . .	Real Estate . . . . .	Bartlett Building
Atlantic City Electric Co. . . . .	Light, Power and Heating . .	Pacific and Kentucky Avenues
C. J. Adams Co. . . . .	Real Estate and Insurance . .	Law Bldg., N. Y. and Atl. Aves.
Israel G. Adams . . . . .	Real Estate . . . . .	Law Bldg., N. Y. and Atl. Aves.
Atlantic City Sewerage Co. . . . .	A. M. Jordan, President . . . .	231 Bartlett Building, N. Carolina and Atlantic Avenues
Atlantic City Auto and Machine Works . . . . .	Automobiles-Motor Livery . .	12-14 South N. Carolina Avenue
Atlantic City Hygienic Milk Co.	Milk and Ice Cream . . . . .	S. Carolina and Mediter'n Aves.
Atlantic City Lumber Co. . . . .	Lumber and Mill Work . . . . .	22 North Illinois Avenue
Abbott's Alderney Dairies . . . . .	Milk, Butter and Eggs . . . . .	1317 Memorial Avenue
<b>B</b>		
Bennett & Morgenweck . . . . .	Real Estate . . . . .	1003 Pacific Avenue
Joseph A. Brady . . . . .	Bathhouses . . . . .	1623 Boardwalk
Robert L. Beyer . . . . .	Poultry Dealer . . . . .	1915 Atlantic Avenue
Ernest Beyer . . . . .	Printer and Stationer . . . . .	Pacific and Kentucky Avenues
O. L. Butcher . . . . .	Osteopath . . . . .	913½ Boardwalk
Bell, Gorman & Higbee . . . . .	Carpets and Furniture . . . . .	Atlantic and Tennessee Avenues
George H. Berke . . . . .	Florist . . . . .	1505 Pacific Avenue
Bacharach Real Estate Co. . . . .	Real Estate . . . . .	1504 Atlantic Avenue
Bates & Co. . . . .	Jewelers and Watchmakers . .	1000 Atlantic Avenue
Buckeye Laundry Co. . . . .	Public Laundry . . . . .	221-227 North Vermont Avenue
<b>C</b>		
John M. Campbell . . . . .	Real Estate, Somers Point . . .	Bartlett Building
W. I. Cherry . . . . .	Contractor . . . . .	537 Bartlett Building
A. D. Cuskaden . . . . .	Drug Store . . . . .	2000 Atlantic Avenue
J. P. Crowley . . . . .	Undertaker . . . . .	1504 Pacific Avenue
Eli H. Chandler . . . . .	Lawyer . . . . .	Blackstone B'ldg, S. Tenn. Ave.
F. J. Clark Co. . . . .	House Furnishings and Decorations . . . . .	2320-2322 Atlantic Avenue
J. P. Cramer & Co. . . . .	Real Estate and Insurance . . .	1328 Atlantic Avenue
Childsworth Company . . . . .	Restaurant . . . . .	Tennessee Ave. and Boardwalk
R. T. Chapman . . . . .	Optician, Jeweler, Stationer . .	1829-1831 Atlantic Avenue
<b>D</b>		
W. E. Davy . . . . .	Acme Liquor Store . . . . .	824 Atlantic Avenue
M. A. Devine . . . . .	Real Estate and Insurance . . .	10-11 Real Estate & Law Bldg.
Dittrich Studios . . . . .	Photographers . . . . .	1107 Boardwalk
<b>E</b>		
The Extra Dry Cafe . . . . .	M. J. Kane, Proprietor . . . . .	1110-12 Atlantic Avenue
Walter E. Edge . . . . .	Publisher Daily Press and Evening Union . . . . .	Presston Building, Pennsylvania and Atlantic Avenues
Eldredge Express Co. . . . .	Teamsters and Expressmen . . .	110 North S. Carolina Avenue
A. W. Ely . . . . .	Optician . . . . .	1000 Atlantic Avenue
Eisenlohr's Star P'tg House . . . . .	Job Printers . . . . .	1632 Atlantic Avenue
<b>F</b>		
Flett . . . . .	Photographer . . . . .	1517 Boardwalk
Freund Brothers . . . . .	Eastman Kodaks and Photo Supplies . . . . .	833 Boardwalk, cor. Md. Avenue
M. Freideberg . . . . .	Jeweler . . . . .	1516 Atlantic Avenue
Ferschke Printing Co. . . . .	Printers . . . . .	2126 Pacific Avenue
<b>G</b>		
Guarantee Trust Co. . . . .	General Banking . . . . .	Atlantic and N. Carolina Aves.
Carlton Godfrey . . . . .	Banker . . . . .	N. Carolina and Atlantic Aves.
Globe Printing Co. . . . .	Job Printers . . . . .	15 S. Missouri Avenue
Garrison Coal, Lime and Cement Co. . . . .	Coal, Lime, Cement . . . . .	122 North California Avenue
William Gordon . . . . .	Meats and Provisions . . . . .	1214 Atlantic Avenue
Capt. Sam Gale . . . . .	Yacht Mehrer II . . . . .	The Inlet
Oliver H. Guttridge . . . . .	Gen'l Contractor, Hardware . .	1326 Atlantic Avenue



# BUSINESS LIST—CONTINUED

NAME	BUSINESS	ADDRESS
<b>H</b>		
Haddon News Co. . . . .	General News Dealers . . . . .	Haddon Hall
E. A. Haines . . . . .	West Chester Laundry . . . . .	1007 Atlantic Avenue
H. G. Harris & Co. . . . .	Real Estate and Insurance . . . . .	Bartlett Building
Fred Hess . . . . .	Photographer . . . . .	2506 Arctic Avenue
M. A. Harcastle . . . . .	Atlantic City Business College	Bartlett Building
<b>I</b>		
Robert H. Ingersoll . . . . .	Counsellor-at-Law . . . . .	S. Carolina & Atlantic Avenues
Ingall's Electric Constr'n Co. . . . .	Electric Contractors . . . . .	22 So. Tennessee Avenue
<b>L</b>		
Theodore J. Lapres . . . . .	Fralinger's Salt Water Taffy . . . . .	Boardwalk and New York Ave.
Thomas E. Lassiter . . . . .	Rolling Chairs . . . . .	Young's Ocean Pier
S. T. Lineaweaver . . . . .	Pub. "The Season" . . . . .	1132 Race St., Philadelphia
<b>M</b>		
L. H. Marvel . . . . .	Public Stenographer, Type- writer and Notary Public . . . . .	Law Bldg. & Marlborough-Bln.
Madam S. Moghabghab . . . . .	Gowns, Robes and Laces . . . . .	737 Boardwalk
Dr. F. H. McCall . . . . .	Osteopathic Physician . . . . .	Penna. Avenue and Boardwalk
A. H. Mueller . . . . .	Lithogr'p'r, Publisher, Eng'r.	530 Locust St., Philadelphia
<b>N</b>		
New Berkeley Hotel Co. . . . .	New Berkeley Cafe . . . . .	Kentucky Avenue & Boardwalk
James North . . . . .	Dentist . . . . .	29 South Tennessee Avenue
<b>P</b>		
Pryor & Cloud . . . . .	Agents Penn Mutual Life In- surance Co. . . . .	411 Bartlett Building
The A. H. Phillips Co. . . . .	Real Estate and Insurance . . . . .	Bartlett Building
Press Printing Co. . . . .	Printers . . . . .	Pleasantville, N. J.
Alfred J. Perkins . . . . .	Bread and Rolls . . . . .	213-15 N. Connecticut Avenue
Pilgrim Laundry Co. . . . .	H. J. Gross, Mgr. . . . .	31-33 South Kentucky Avenue
<b>R</b>		
Charles Roesch & Sons Co. . . . .	Quality Meat Market . . . . .	Maryland and Atlantic Avenues
Robinson Land Co. . . . .	Real Estate . . . . .	231 Bartlett Building
A. M. Redfield, Jr. . . . .	Hats and Furnishings . . . . .	1534 Atlantic Avenue
E. C. Reed . . . . .	Rolling Chairs and Bathhouse	1923 Boardwalk
Ridgway . . . . .	Drugs and Sundries . . . . .	Atlantic and Pennsylvania Aves.
Ralston . . . . .	Apothecary . . . . .	Atlantic and Illinois Avenues
Rainbow Cigar Stores Co. . . . .	Smokers' Articles . . . . .	1108 Atlantic Avenue
The Dr. Pettey Retreat . . . . .	Private Sanatorium for Drug and Alcohol Patients . . . . .	3303 Pacific Avenue
Ray's Express . . . . .	Teamsters and Expressmen . . . . .	6 So. South Carolina Avenue
<b>S</b>		
Second National Bank . . . . .	General Banking Business . . . . .	New York and Atlantic Aves.
Somers Lumber Co. . . . .	Lumber and Mill Work . . . . .	Arctic and Missouri Avenues
Shaner & Knauer . . . . .	Printers and Stationers . . . . .	Bartlett Building Annex
Shill Rolling Chair Co. . . . .	Rolling Chairs . . . . .	931 Boardwalk
Smith's Rolling Chairs . . . . .	Rolling Chairs . . . . .	St. James Place and Boardwalk
E. G. Shreve Co. . . . .	Printers and Stationers . . . . .	38 South New York Avenue
William Staiger . . . . .	Pianos . . . . .	1522 Pacific Avenue
F. W. Scheiber . . . . .	City Dressed Meats . . . . .	States and Atlantic Avenues
Harper Smith Co. . . . .	Photographic Supplies, Kodaks	1637 Boardwalk
C. C. Scull . . . . .	Art Store and Picture Frames	1103 Atlantic Avenue
<b>T</b>		
Thompson & Stiles . . . . .	Contractors and Builders . . . . .	Bartlett Building
Tent Village, Morrison & Lockrow Co. . . . .	Canvas Cottages to Rent . . . . .	Providence Avenue and Beach
<b>V</b>		
George W. Vallee Electric Co. . . . .	Electrical Supplies . . . . .	1533 Atlantic Avenue
<b>W</b>		
West Side Lumber Co. . . . .	Lumber and Mill Work . . . . .	301 North Ohio Avenue
Campbell Wallace . . . . .	Guarantee Employment and Business Agency . . . . .	32 North Ohio Avenue
<b>Y</b>		
Leonard Young . . . . .	Awnings and Canavs Roofing	2517 Atlantic Avenue





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